

DISTRIBUSI AIDA (ATTENTION, INTEREST, DESIRE, DAN ACTION) MAHASISWA UNIVERSITAS AIRLANGGA UNTUK BERKUNJUNG KE LAYANAN KESEHATAN GIGI DAN MULUT

ABSTRAK

Latar belakang: Data RISKESDAS melaporkan dari 25,9% responden yang memiliki masalah seputar gigi dan mulut pada 12 bulan terakhir hanya 31,1% yang mendapat perawatan dari tenaga medis, sementara 68,9% lainnya tidak mendapat perawatan. Secara keseluruhan EMD (Effective Medical Demand) di Indonesia hanya 8,1%. EMD di Jawa Timur hanya mencapai 8,6%, dan dalam 6 bulan terakhir dari 30.430 mahasiswa aktif Universitas Airlangga, hanya 8,6% yang berkunjung ke PLK UNAIR. Karakteristik mahasiswa Universitas Airlangga untuk berkunjung ke layanan kesehatan gigi dan mulut dapat dilihat dengan tahapan AIDA, sehingga praktisi kesehatan dapat melakukan intervensi yang tepat untuk meningkatkan kunjungan ke layanan kesehatan gigi dan mulut. **Tujuan:** untuk mengetahui distribusi AIDA (Attention, Interest, Desire, dan Action) mahasiswa Universitas Airlangga untuk berkunjung ke layanan kesehatan gigi dan mulut. **Metode:** Studi Cross-sectional dengan 126 responden mahasiswa Universitas Airlangga. Penelitian ini merupakan observasional deskriptif. Sampel dipilih dengan stratified random sampling. Instrumen penelitian dengan kuesioner yang telah divalidasi. **Hasil:** Distribusi AIDA mahasiswa Universitas Airlangga untuk berkunjung ke layanan kesehatan gigi dan mulut menunjukkan bahwa pada tahap Attention (52.3%), Interest (47.6%), Desire (56.3%), Action (48.4%). **Simpulan:** Lebih dari setengah jumlah responden berada pada tahap Attention dan Desire namun lebih dari setengah jumlah responden tidak Interest dan Action untuk berkunjung ke layanan kesehatan gigi dan mulut. Dan distribusi terbesar mahasiswa Universitas Airlangga adalah pada tahap Desire.

Kata kunci: AIDA, Kunjungan, Layanan kesehatan gigi dan mulut

AIDA(ATTENTION, INTEREST, DESIRE, AND ACTION) DISTRIBUTION OF AIRLANGGA UNIVERSITY STUDENTS TO VISIT THE DENTAL AND ORAL HEALTH SERVICES

ABSTRACT

Backgroud. National Basic Health Research 2013 reported from 25.9% who have oral and dental problems in the last 12 months only 31.1% who received dental care from medical personnel, while the others 68.9% were not did a treatment. Overall EMD (Effective Medical Demand) in Indonesia is only 8.1 percent. EMD only 8.6% in East Java. Meanwhile the students active of Airlangga University were recorded as many as 30.430 students, only 8,6% ever visits to dental service in PLK Airlangga University. Student characteristics UNAIR to visit the dental and oral health services can be observed by using AIDA stages, so that healthcare practitioners can make appropriate interventions for UNAIR student to increase visits the dental and oral health services. **Purpose.** To determine the AIDA distribution (Attenton, Interest, Desire and Action) of Airlangga University students to visit the dental and oral health services. **Method.** Cross-sectional study with 126 respondents students of Airlangga University. This research is an observasional descriptive. The samples were selected by stratified random sampling. This research instrument with a questionnaire that has been validated. **Results.** AIDA Distribution of Airlangga University students to visit the dental and oral health services show the results at this stage of Attention (52.3%), Interest (47.6%), Desire (56.3%), and Action (48.4%). **Conclusion.** More than half of respondents are in the stage of Attention and Desire but more than half of the respondents did not Interest and Action to visit the dental and oral health services. And the largest distribution Airlangga University students are at the stage of Desire.

Keywords: AIDA, visits, dental and oral health services